R.J. Reynolds Tobacco Company

Paul A. Letourneau
National Accounts Manager
2013 Highland Drive
Salado, Texas 76751
Phone: 254-947-350
Fax: 254-947-0351

TO: All AVP's, RSM, AMO's, AE's, KAM's, DM'S, RM'S and ROUs

Subject: McLane SME or Special Events Promotional Shipper

The first quarter work plan does not include SME or Special Event promotions.

When requesting a special promotion shipper to be received, packed and shipped by McLane the attached form must be filled out completely and E-mailed to Kent Brock to insure shipper UINs can be established in a timely manner. Information needs to be sent with as much lead time as possible but no later than six (6) weeks prior to ship date.

Ordering of the shippers will be the responsibility of the manager that initiated the promotion. Purchase Order Numbers to ship the promotion to the affected McLane divisions needs to be obtained from Kay Long in Winston-Salem (ext. 1792).

In addition the responsible manager must send in a product forecast to customer service with as much lead time as possible.

If there are any questions, please call.

Paul A. Letourneau

51851 7163

Source: https://www.industrydocuments.ucsf.edu/docs/mnpn0000

# PROMOTION SHIPPER UIN REQUEST

Promotion Description:

Shipper Commodity #:

Shipper Dimensions:

Length

Width

Depth

Brand Styles and Quantities:

Deals Per Shipper:

Shipping/Billing Information:

DTS Date:

McLane Divisions Involved:

Chain (s) or Geographical Area:

Special Instructions:

51851 7164

Source: https://www.industrydocuments.ucsf.edu/docs/mnpn0000